

ORDER



Orders
Order / Rev: 717705
Alt Order #: 06296246
Product Desc: YVETTE MCGEE
Estimate:
Flight Dates: 10/29/12 - 11/06/12
Original Date / Rev: 09/28/12 / 09/28/12
Order Type: Political

WKYC

Primary AE: Dan Foster
Sales Office: T-CHI
Sales Region: NAT

Agency
Name: AKP Message & Media/ POL
Buying Contact:
Billing Contact:
 730 N. Franklin
 Chicago, IL 60610

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: McGee Brown, Y/ Supreme Court Judge
Demographic: A35+
Product Codes: PL-Judicial
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	30	\$57,750.00	\$49,087.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	30	\$57,750.00	\$49,087.50	0.00
Totals	30	\$57,750.00	\$49,087.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dan Foster			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	10/29/12	11/02/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWTF--	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--			3			\$1,400.00		0.00			
2	WKYC	11/03/12	11/03/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-			1			\$1,400.00		0.00			
3	WKYC	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
SUNDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S			1			\$1,400.00		0.00			
4	WKYC	11/03/12	11/03/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-			1			\$800.00		0.00			
5	WKYC	11/04/12	11/04/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S			1			\$800.00		0.00			

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 Product Desc: YVETTE MCGEE
 Estimate: WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	10/29/12	11/02/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MTWTF--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTF--	1		\$400.00		0.00						
7	WKYC	11/04/12	11/04/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$400.00		0.00						
8	WKYC	10/29/12	11/02/12	M-F 3-4p The Doctors	CM	3p-4p	MTWTF--	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTF--	2		\$350.00		0.00						
9	WKYC	10/29/12	11/02/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTF--	1		\$600.00		0.00						
10	WKYC	10/29/12	11/02/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
DR.PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTF--	2		\$1,000.00		0.00						
11	WKYC	10/29/12	11/04/12	EN (M-Su) Early News (M-Su)	CM	M-F 6-730pm/SS (6:00 PM-6:30 PM)	MTWTFSS	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTFSS	2		\$2,400.00		0.00						
12	WKYC	10/29/12	11/03/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	MTWTFSS-	:30	2	\$2,400.00	P-2	0.00	NM	2	\$4,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTFSS-	2		\$2,400.00		0.00						
13	WKYC	10/30/12	10/30/12	Tue Prime A Tue Prime A	CM	8-9p	-T-----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$5,000.00		0.00						
14	WKYC	10/30/12	10/30/12	Tue Prime C Tue Prime C	CM	10-11p	-T-----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
PARENTHOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$4,500.00		0.00						
15	WKYC	10/31/12	10/31/12	Wed Prime B Wed Prime B	CM	9-10p	--W----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
LAW & ORDER SVU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$6,000.00		0.00						
16	WKYC	11/05/12	11/06/12	M-F 7-9a Today Today Show	CM	7a-9a	MT-----	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	MT-----	2		\$1,400.00		0.00						
17	WKYC	11/05/12	11/06/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	MT-----	1		\$400.00		0.00						
18	WKYC	11/05/12	11/05/12		CM	3p-4p	M-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 3-4p The Doctors DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$350.00 0.00															
19	WKYC	11/05/12	11/05/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$600.00 0.00															
20	WKYC	11/05/12	11/05/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
DR.PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$1,000.00 0.00															
21	WKYC	11/05/12	11/05/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$2,400.00 0.00															
22	WKYC	11/05/12	11/05/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$2,400.00 0.00															
23	WKYC	11/05/12	11/05/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
THE VOICE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$10,000.00 0.00															
													Totals	30	\$57,750.00